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## MEDIA ALERT- PHOTO OP

**FOR IMMEDIATE RELEASE**

October 23, 2023

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### **Keep Parks Safe & Clean: HPARD Launches Billboard Campaign Focused on Crime & Litter in Houston's Parks**

*Made possible by Houston Association of Realtors & Clear Channel Outdoor*

The Houston Parks and Recreation Department (HPARD) will launch a new year-long *Keep Our Parks Safe and Clean* billboard campaign focusing on fighting crime and litter in Houston parks. More than 100 messages will be displayed on billboard space donated by Clear Channel Outdoor. The campaign will generate millions of market impressions across Houston on surface streets and freeways. Installation of the bilingual messages will begin the week of October 30, 2023.

**WHAT:** HPARD Keep Our Parks Safe and Clean Billboard Launch  
**WHEN:** Tuesday, October 24, 2023  
9 a.m.  
**WHERE:** Houston City Hall Front Steps  
901 Bagby St. | Houston, TX 77002  
**WHO:** Mayor Sylvester Turner, City of Houston  
Chief Troy Finner, Houston Police Department  
Kenneth Allen, Director, Houston Parks & Recreation Dept.  
Cathy Trevino, Chair, Houston Association of Realtors  
Lee Vela, Public Affairs, Clear Channel Outdoor-Houston

Clear Channel Outdoor, Houston Association of Realtors, Houston Police Department, and HPARD have combined their forces on this campaign to encourage the public to become active stewards of their neighborhood parks by reporting crime to HPD and helping keep all parks litter-free and crime-free.

*VISUALS: Large replicas of the billboards will be "unveiled" during the event.*

#### **About the Houston Parks and Recreation Department**

The Houston Parks and Recreation Department (H.P.A.R.D.) stewards and manages 382 parks and over 39,500 acres of parkland and greenspace for the City of Houston and develops and implements recreational programming for citizens of all ages and abilities. For more information on the Houston Parks and Recreation Department, call (832) 395-7022 or visit [www.houstonparks.org](http://www.houstonparks.org).



# KEEP OUR PARKS SAFE AND CLEAN



REPORT ILLEGAL ACTIVITY - 911 MAKE A PARK REQUEST - 311

A PUBLIC SERVICE MESSAGE BY Clear Channel Outdoor

Clear Channel

# MANTÉN NUESTROS PARQUES SEGUROS Y LIMPIOS



REPORTA ALGUNA ACTIVIDAD ILEGAL - 911 HAZ UNA SOLICITUD AL PARQUE - 311

UN MENSAJE DE SERVICIO PÚBLICO POR Clear Channel Outdoor

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